



DEPARTMENT OF COMMERCE

International Trade Administration

**Proposed Information Collection; Comment Request; Domestic
Client Life-cycle Multi-Purpose Forms**

AGENCY: International Trade Administration.

ACTION: Notice.

SUMMARY: The Department of Commerce, as part of its continuing effort to reduce paperwork and respondent burden, invites the general public and other Federal agencies to take this opportunity to comment on proposed and/or continuing information collections, as required by the Paperwork Reduction Act (PRA) of 1995.

DATES: Written comments must be submitted on or before [Insert date 60 days after date of publication in the FEDERAL REGISTER].

ADDRESSES: Direct all written comments to Jennifer Jessup,

Departmental Paperwork Clearance Officer, Department of
Commerce, Room 6616, 14th and Constitution Avenue, NW,
Washington, DC 20230 (or via the Internet at JJessup@doc.gov).

FOR FURTHER INFORMATION CONTACT: Requests for additional
information or copies of the information collection instrument
and instructions should be directed to Suzan Winters - Phone:
(202) 482-6042, Suzan.Winters@trade.gov.

SUPPLEMENTARY INFORMATION:

I. Abstract

The International Trade Administration's U.S. Commercial
Service (CS) is seeking approval to revise this information
collection by combining with other OMB control numbers: 0625-
0065, 0625-0130, 0625-0151, 0625-0215, 0625-0220, 0625-0228,
0625-0237, and 0625-0238. These collections include all client
intake, events/activities and export success forms. This
comprehensive information collection will cover all aspects of a
U.S. organization's life-cycle with CS.

CS is mandated by Congress to help U.S. organizations,
particularly small and medium-sized organizations, export their

products and services to global markets. As part of its mission, the CS provides market entry/expansion services and trade events to U.S. organizations. The Domestic Client Life-cycle Multi-Purpose Forms, previously titled Export Information Services Order Forms, are needed to collect information to enable, but not limited to small and medium sized, U.S. organizations to efficiently and effectively enhance their ability to determine which international organizations are most suited for their exporting expansion efforts.

The key to effectively and efficiently assist U.S. organizations export is identifying and verifying potential international buyers of U.S. goods and services -

1. Create an all inclusive and flexible client life-cycle information collection. The proposed categories of questions are: contact information, organization information, organization type, agreements and confirmations, objectives, products and services, exporting experience, marketing, events and activities, trade fair/show, certified trade missions, trade missions, advocacy, environment, and education. CS asks only those questions that provide the required information to assist CS in fulfilling a client's objective for a requested service and/or event/activity.

2. Provide CS with the flexibility to create multi-purpose forms from the above approved categories and their questions. Client benefits include customizing questions, forms, and services to address their specific needs and objectives. Without this flexibility, CS is impeded from collecting pertinent client information in an effective and efficient manner.

Therefore, with this flexibility, and the ability to immediately ascertain key information, U.S. organizations are productively positioned to achieve their exporting and expansion goals.

3. Reduce client burden through forms' flexibility and technology. CS seeks increased forms flexibility to ensure that CS asks and captures only the specific information needed for a particular service/event, thereby continuing to reduce client burdens as CS utilizes pre-populated information for clients who have previously registered with CS. As CS moves forward, we understand the importance and need for strategic planning and integration of future technology and initiatives that relate to CS programs and metrics with the types of information collected from clients to conduct those programs.

Additionally, the most important, positive impact is the ability to quickly change and ask pertinent questions to assist clients with their exporting needs regarding matchmaking services, organization promotions, trade missions, market research and other trade promotional activities.

II. Method of Collection

The information will be collected through Export.gov or sent via email and then completed by client electronically.

III. Data

OMB Control Number: 0625-0143.

Form Number(s): NA.

Type of Review: Regular submission (revision of a currently approved collection).

Affected Public: Business or other for-profit organizations.

Estimated Number of Respondents: 70,000.

Estimated Time Per Response: 5-25 minutes.

Estimated Total Annual Burden Hours: 29,167.

Estimated Total Annual Cost to Public: \$0.

IV. Request for Comments

Comments are invited on: (a) whether the proposed collection of information is necessary for the proper performance of the functions of the agency, including whether the information shall have practical utility; (b) the accuracy of the agency's estimate of the burden (including hours and cost) of the proposed collection of information; (c) ways to enhance the quality, utility, and clarity of the information to be collected; and (d) ways to minimize the burden of the collection of information on respondents, including through the use of automated collection techniques or other forms of information technology.

Comments submitted in response to this notice will be summarized and/or included in the request for OMB approval of this information collection; they also will become a matter of public record.

Dated: June 22, 2012

Gwellnar Banks,

Management Analyst, Office of the Chief Information Officer.

Billing Code: 3510-FP-P

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